



Planned Unit Development (PUD) Design Guidelines

NW Corner Hanson Boulevard and Highway 10
Coon Rapids, Minnesota

Credits & Acknowledgements:

We would like to thank the City of Coon Rapids planning staff, Planning Commission and City Council as well as the developer's engineers, architects and planners who attended the workshops and meetings and gave their input to shape the planning process. Their input has been invaluable in developing these design guidelines.

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Planned Unit Development (PUD) Site Development Agreement

The Planned Unit Development (PUD) Design Guidelines are intended to be part of a PUD Site Development Agreement which, together with the approved Preliminary Plat, will define the project scope and act as the guiding plan for the development of this significant corner. The Guidelines are intended to work in conjunction with and in addition to the Coon Rapids City Code standards. All construction is subject to abide by all codes and ordinances as adopted by the State of Minnesota, Anoka County, the City of Coon Rapids and all other pertinent regulations. The design guidelines shall prevail in the event of a conflict.

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I. Introduction to P.U.D. Design Guidelines

A. Purpose

The Planned Unit Development (PUD) Design Guidelines are intended to be part of a PUD Site Development Agreement which, together with the approved Preliminary Plat, will define the project scope and act as the guiding plan for the development of this significant corner. The developer intends to develop the site in phases and may sell individual lots or parcels to developers, builders or owner-occupants who would complete the approvals and build-out of their individual lots. The guidelines ensure quality and consistency within the overall development through the process. Guidelines address site design and layout, harmonious style and materials, building massing, materials, architectural features, site landscaping, lighting and signage to establish an overall aesthetic for the Gateway Commerce Center.



The guidelines serve the purpose of identifying elements and design criteria that must be incorporated into the project and communicate the expectations of the City to individual site builders, owners and tenants for each phase within the overall development.

Framework Principles for Coon Rapids

This Planned Unit Development should support the overall design principles for the City of Coon Rapids established in the Comprehensive Plan. These principles can be summarized as follows:

- 1) Enhance Coon Rapids' image.
- 2) Improve the public realm.
- 3) Preserve and protect natural resources.
- 4) Encourage complementary, adjacent uses & assets.
- 5) Attract new, desirable uses.
- 6) Expand connectivity for both automobiles and pedestrians.
- 7) Reduce negative impacts of development (*i.e. traffic congestion, stormwater run-off, etc.*).

B. Submission, Review and Approvals Process

These Design Guidelines will be finalized by City Staff and approved by the Planning Commission and City Council in conjunction with the Planned Unit Development (PUD) submission. This submission shall include all documentation itemized in the PUD Agreement for the entire development plan. The entire PUD shall be reviewed by the Planning Commission which will make recommendations to the City Council, who will consider approval of the entire PUD. The approved PUD submission documents, including the PUD Agreement and these Design Guidelines, will then form the basis for final site approvals for all or any part of the development. These guidelines are in effect and in conjunction upon approval of the final plat and PUD.

Final approvals for each individual lot within the PUD will go to the Planning Commission for review and final approvals, with appeal available to the City Council. However, proposed modifications which affect the entire PUD, such as road realignment or lot line adjustments, or any other substantial alterations to signage, lighting or landscape plans, will require City Council approval.

C. Introduction and Overview

These Design Guidelines are intended to provide a framework for the future development of this significant site in Coon Rapids. The Design Guidelines should provide a baseline for quality

development that meets the community's goals.

Goal 1: Preserve and protect natural resources

Goal 2: Respect the existing context while encouraging new, contextual responses

Goal 3: Establish a baseline for design and quality

Goal 4: Provide a unified, overall plan and image to be consistent with phased development

Objectives

The specific objectives for these Design Guidelines are:

- To establish a clear definition of urban design standards that informs property owners, developers, builders, tenants and current and future decision-makers
- To serve as a tool that planners and designers can use and incorporate into their plans to achieve and support the City's design objectives
- To act as a basis for a uniform and consistent review of development and redevelopment proposals by the City Council and Planning Commission

Format

This document is written with Intent Statements, detailed Guidelines and Illustrations. The Intent Statements present the overall goal for development and describe a desired outcome within the site or building design category. The Guidelines provide specific directions on how the intent should be met. The Illustrations are either sketches that further illustrate the Guidelines or photos presenting examples of how the Design Intent has been achieved in other projects.

Definitions

This document is written in common English with all terms as defined in the Merriam-Webster on-line dictionary (www.m-w.com). Land use terms shall be the same as defined in the City Code. The following terms are used frequently in the guidelines.

context: *the interrelated conditions in which something exists or occurs*

discourage: *to hinder by disfavoring*

encourage: *to attempt to persuade or to spur on*

shall: *used in laws, regulations, or directives to express what is mandatory*

should: *used to express a request in a polite manner or to soften direct statement*

2. Commercial District

A. General

The Gateway Commerce Center is expected to include a mix of commercial uses – both destination uses and local, neighborhood-oriented retail and business uses. One side of the Center fronts on Highway 10 and has good visibility to support destination commercial uses. The other side fronts on Hanson Boulevard where more neighborhood-oriented commercial and smaller retail uses are appropriate. Hanson Boulevard offers the only vehicular access into the site. A full-access intersection is planned at Northdale Avenue and Hanson Boulevard which is relatively close to the Highway 10 ramp entrance. A right-in-only access, also on Hanson Boulevard, has been approved by Anoka County. The City hopes to be able to provide an additional road connection to the site from the northwest, enhancing the existing access significantly and allowing for a greater variety of commercial uses.



The Center is also adjacent to significant natural resources. North of the site there is an expansive wetland and in the future the City or County may undertake wetland restoration and improvements. Directly across the street from the Center is Lions Park – a local park with trails that are expected to be extended on the north side of the site to connect to the regional trail system. There are residential neighborhoods adjacent to the park and wetlands, so the Center should provide a pedestrian-friendly environment along this significant resource as well as pedestrian connections throughout the site.



1. New development should consider the available site access. Uses shall not exceed the assumptions included in the Traffic Study for the Business Center in Coon Rapids, December 2004, which formed the basis for the design of the Hanson Boulevard and Northdale intersection improvements. Uses which exceed those assumptions and would result in an overall intersection level of service (LOS) below D, measured at either peak AM or peak PM hour, at the Hanson Boulevard intersections are not acceptable.
2. All new development should be sensitive to existing residential in the design and location of new uses and buildings with respect to shading, views, light and noise pollution; where necessary, appropriate screening or buffering shall be provided.
3. New development shall provide for pedestrian as well as vehicular circulation and shall create linkages to existing and proposed sidewalks and trails.
4. The northwest corner of Hanson Boulevard and Highway 10 is a key point that has been identified as a primary entrance to Coon Rapids and should be designed as a “gateway” to the City. Gateway elements could include both City and development identity features, incorporating signage and unique landscaping, walls or gates, water features and open space which offer views to the adjacent wetlands and ponds.
5. New development should be designed to value, respect and preserve identified natural features and resources. Natural amenities shall be incorporated as features within public spaces through innovative planning and design approaches.

1) Land Use

Intent:

To welcome a mix of high quality office, hospitality, service and retail uses -- both destination uses, and local neighborhood retail and business uses. Land uses should be diverse yet complementary and provide places for residents to meet and socialize.



- a) Development should include a range of commercial uses appropriate to the Coon Rapids area including office, hospitality, retail, service and other commercial uses.
- b) Large scale commercial uses should be concentrated along the Highway 10 entrance ramp, rather than on Hanson Boulevard.
- c) A mix of diverse yet complementary uses appropriate to this area should be located closer to Hanson Boulevard; neighborhood-oriented retail and service commercial uses that support the community and nearby residential neighborhoods such as drug stores, banks, specialty markets and local retailers are encouraged.
- d) Retail or service uses whose primary use includes tattooing, branding, body piercing, or uses subject to licensing under Title 5 of the Coon Rapids City Code, except for the sale of alcoholic beverages or the operation of a therapeutic massage enterprise, shall not be allowed.

- e) Destination, hotel, restaurant, recreational and entertainment uses, particularly mixed with compatible, complementary or other synergistic uses, are encouraged. Automotive repair/service uses or uses with excessively high traffic generation are discouraged.
- f) Buildings 4, 5, and 6 will be “full-service, sit-down” restaurants, where food is both ordered and served by wait staff. Drive-through service will not be provided at these locations.
- g) Uses appropriate to this area that enhance their business by providing drive-through services (i.e. convenience food/gas stations, banks, coffee shops and pharmacies) are permitted provided they are designed to minimize impact on local traffic circulation and limit conflicts with pedestrian access.
- h) Parking lots shall be allowed only as an accessory use, except for shared ramp parking which shall be limited to serving on-site uses. Shared parking is encouraged (see section which follows on parking and services areas).

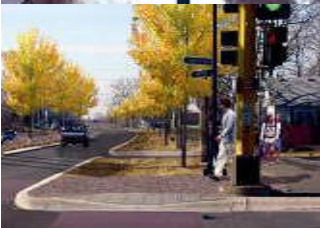


2) Streets and Public Spaces

Intent:

To provide a well designed public realm that combines access and safety for pedestrians and vehicles while enhancing connectivity between businesses, retail shops, restaurants, parking and public spaces through a logical, safe and well marked, vehicular and pedestrian circulation system.

- a) The central street through the development shall have a 60' minimum right-of-way (ROW) which shall include the following:
 - (i) Drive lane width not more than 36 ft., west of building seven to reduce impervious surface, discourage larger trucks and encourage traffic to slow down, especially through the more active areas of the development;
 - (ii) Sidewalks not less than 5 ft. wide on both sides of the street at the Hanson Boulevard entrance. Sidewalks not less than 5 ft. wide on one side of the street in locations where there are uses only on one side of the street;
 - (iii) Planted boulevard buffer 6 ft. wide between the curb and sidewalk with street trees to provide shade and a sense of scale. This boulevard may be reduced or terminated approaching intersections to allow for pedestrian crossings;
 - (iv) Street lighting that meets the design standards and provides for both street lighting and pedestrian lighting on sidewalks to add character to the street corridor;
 - (v) Where appropriate, areas for seating, street furniture or other pedestrian amenities such as benches, planters, walls, fences, bollards, banner poles, bike racks and other elements that enhance the public realm. These elements shall be managed and maintained to reduce visual and physical clutter while elevating the quality of the pedestrian environment;



- (vi) Where necessary, such as where the street ROW does not allow for a wider sidewalk; these amenities may need to be accommodated within the parcel boundaries.
- b) All street intersections shall be safe for pedestrians and include enhancements to safety such as textured-colored paving or striping to mark crosswalks, narrowed or throated intersections, pedestrian-oriented street lighting, landscaped boulevards buffering the sidewalks from busy streets and pedestrian crossing warning signage at major crosswalks and all trail crossings.
- c) The development shall provide pedestrian connectivity between uses (businesses, parking, open space, etc.) with a designated and well marked pedestrian circulation system that encourages parking and walking rather than driving to each destination within the center, as designated in the pedestrian trail plan.

3) Open Space, Trails and Stormwater Management

Intent:

To enhance and protect adjacent, natural resources while offering the public enhanced access, connectivity and preserved views along the edge of the existing wetlands and creek.



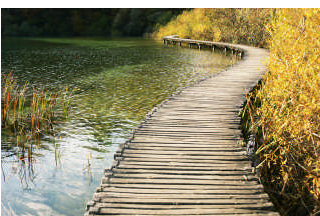
- a) The development has received approvals for stormwater management and the required ponds, located outside the lot lines, are shown on the master plan. Pond edges and landscaping should appear as natural as possible, discourage geese, prohibit wading and reduce algae and other unattractive, surface accumulations.
- b) Site development should encourage the reduction of impervious cover and increase on-site infiltration to reduce potential non-point, source pollution and contaminants from stormwater runoff, where feasible.



- c) Maintain the minimum 10 ft. parking setback on the northern edge of the development along the wetlands as an open-space corridor connecting the site from north to south. The City intends to work with the County to seek approvals for a future pedestrian boardwalk and/or trail as a pedestrian amenity along the north edge of the property. To coordinate with this future amenity, the open space corridor should include:



- (i) At least two paved pedestrian connections between this corridor (future boardwalk) and the sidewalks along the central street, as appropriate;
- (ii) An eight foot wide paved bicycle trail connection extending from this corridor along the north side of the central street to the Hanson Boulevard intersection, where the City intends to connect the trail to the existing bicycle trail at Lions Park;
- (iii) Well defined pedestrian connections pedestrian-oriented destination uses such as retail, cafes or restaurants; these connections may be shared between lots or uses;



- (iv) Pedestrian amenities where the paved bicycle trail connects to this corridor that could include places to rest with benches, bike racks, pedestrian-oriented lights, banner poles, planters, shade trees and similar elements;
- (v) Landscaping that acts as a year-round buffer, and make a harmonious transition from the more groomed landscaped areas to the more natural landscape of the wetland edges.

4) Landscaping and Screening

Intent:

To provide landscaping that enhances the public realm, preserves natural areas including areas with wetlands and contiguous, significant native vegetation, maximizes wildlife habitat corridors and water quality and provides a focal point for development. Landscaping plans for the entire PUD and each individual site shall meet the requirements of the City's landscaping standards for commercial developments to the extent possible and the goals of this section.



- (a) Where possible, utilize trees, shrubs and plant materials indigenous to this geographic location and soils, providing habitat value and promoting biodiversity through avoidance of monoculture plantings.



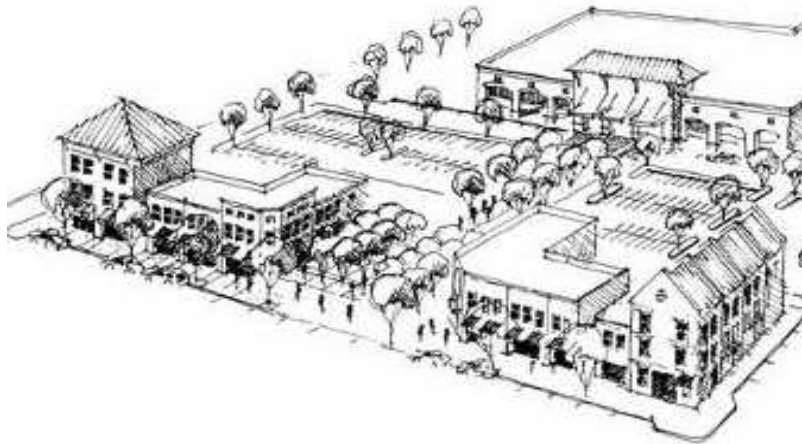
- (b) Maximize green space along the open-space corridor. Open space shall be planted with trees, shrubs, perennials and grasses to enhance the buffers for adjacent areas, reduce maintenance, reduce nitrogen usage and reduce water demands for irrigation while providing a focal point for development.

- (c) Provide street trees to frame the street and provide shade and scale with planting areas that are a minimum of 8 ft. long x 4 ft. wide to allow trees to grow to acceptable sizes. Structural soils (Cornell University Certified or equal) shall be the planting medium for all street trees.



- (d) Use a mixture of vegetation, berms, walls and fencing to screen areas such as parking lots, mechanical systems, transformers and loading docks. Screening materials shall be consistent with the building materials and other elements in the development. Fencing or a mechanical vent screen alone is not sufficient.

- (e) Off-street, surface parking areas shall include landscaped areas equivalent to 30 sq. ft. of landscaping for each parking space in the parking lot or not less than 10 percent of the area of the parking lot. Required landscaping shall take the form of planter strips, landscaped areas and perimeter landscaping. The landscaping shall be dispersed throughout the parking lot and must extend along the entire frontage of adjacent streets except for entry points. Planter strips shall be a minimum of five ft. in width.



- (f) Building facades and exposed foundations shall be articulated with landscaping to provide visual interest and soften appearances.
 - (i) Ornamental plant materials may be used such as flowering trees, shrubs and perennials.
 - (ii) Plantings shall be massed and scaled as appropriate for the building design.

B. Site Development

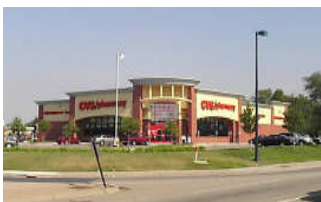
The overall development plan should be well laid out to ensure that all uses have good access, well located parking, safe, attractive pedestrian connections and adequate visibility. The development should be pedestrian-friendly and walkable for everyone whether arriving by automobile, motorcycle, bicycle, bus or foot.

I) Building Orientation

Intent:

To position buildings in a way that responds to climate and site conditions, provides good visibility to improve way-finding and enhances pedestrian accessibility.

- (a) All new development shall be sensitively designed and sited so as to preserve the key vistas from Hanson Boulevard through the site to the wetlands and creek.
- (b) Buildings shall be oriented and designed to consider sun and shade, wind exposure and snow drifting to avoid creating icy or dangerous conditions.
- (c) Building and paving setbacks shall be not less than 10 ft. on the wetland edge. Building setback shall not be less than 30 ft. from the Hanson Boulevard right of way and paving setbacks shall not be less than 10 ft. from the edge of the sidewalk easement.
- (d) Buildings along Hanson Boulevard shall be oriented to face the central parking area with well articulated facades. Service areas shall not face Hanson Boulevard.



Where commercial retail uses occupy the first floor, traditional storefronts (doors, display windows, or both) are encouraged to face towards the sidewalk.

- (e) Building entries shall be both visible and accessible by pedestrians from the main street (Hanson Boulevard or the new central street) and easily distinguished from the building facade; entrance areas shall be well lit, covered or protected from weather and include significant glazing and glass doors where the public will be entering the building.
- (f) Buildings may provide a second entrance from a side or rear parking lot, but the street-front entry must remain open during business hours.
- (g) Buildings shall be oriented to minimize views of service areas (service doors, equipment and loading docks) from public streets; access to these service areas needs to be provided at the alleys, sides or backs of the buildings.

2) Site Coverage

Intent:

To minimize impervious surfaces and stormwater run-off by reducing building footprints, reducing paved parking areas and providing more permeable surfaces.



- (a) Building footprints and site coverage shall be minimized through the use of multiple stories and more efficient layouts where feasible.
- (b) Impervious surface or hardscape should be minimized by reducing the width of drive lanes and parking lots and encouraging central structured parking or shared parking where possible. The developer is responsible for demonstrating parking adequacy based on time of use and demands of individual and surrounding uses.
- (c) Alternative materials such as permeable pavers, porous asphalt, vegetated roof areas, especially on the parking deck, and other innovative techniques to reduce stormwater run-off shall be encouraged.

3) Parking and Service Areas

Intent:

To encourage better site design including improved parking lot efficiency and ease of use while reducing the area of paved surface required and minimizing negative impacts of parking and service areas.



- (a) Parking lots shall be laid out for both efficiency and ease of use with entrances and exits clearly visible and marked.

- (b) Parking spaces should be a minimum of 9 ft. wide and 18 ft. long with a back-up area of not less than 24 ft. Up to 20% of the spaces provided in any parking lot may be designated for compact cars with parking spaces 16 ft. long.



- (c) Where appropriate and feasible, shared parking is encouraged to take advantage of varying parking demands between mixed uses and reduce the overall parking area on the site. The developer is responsible for demonstrating parking adequacy based on time of use and demands of individual and surrounding uses, using national standards for parking demand (such as ITE, APA, ULI, etc). If at any time, the planned uses change, the shared parking calculations would need to be reconsidered based on the proposed new uses.

- (d) Parking lots and driveways along Hanson Boulevard should be minimized. Where a driveway, parking lot or parking deck located along Hanson Boulevard should be well landscaped, screened and buffered with a combination of fencing, walls and plantings along the edge.

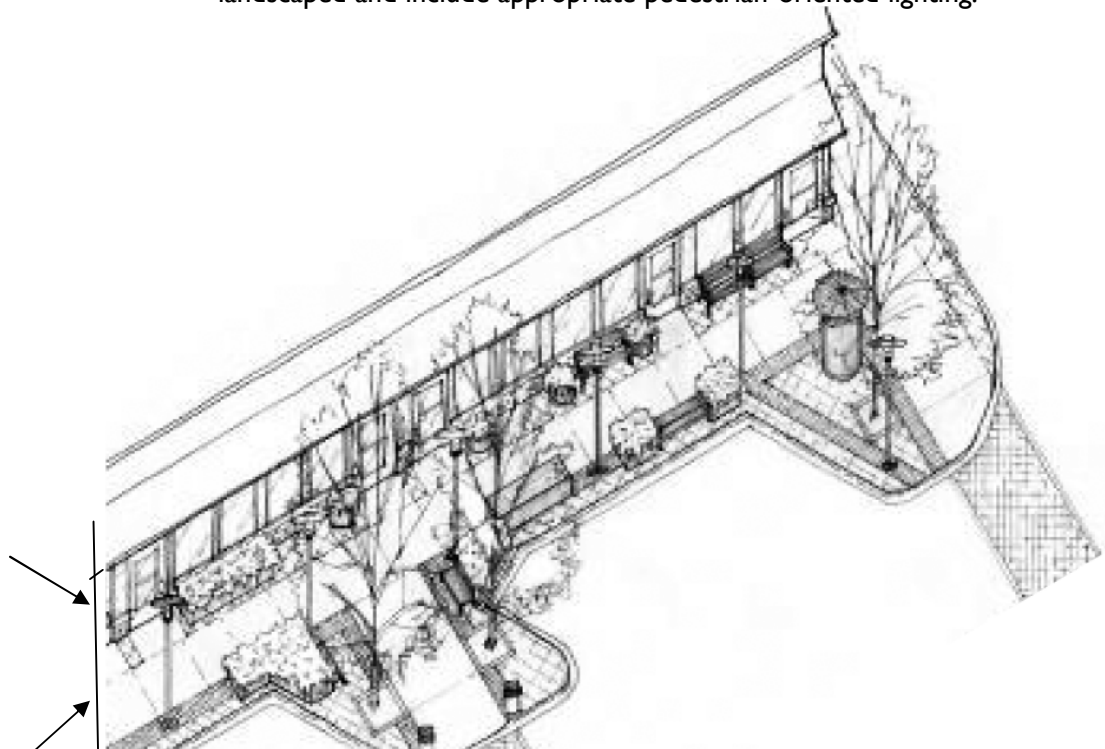
- (e) Where a parking lot fronts on the central street, Hanson Boulevard or the open space corridor, the lot shall be well landscaped and screened. Screening materials should include, singularly or in combination, ornamental fencing, walls, berms and plantings along the street edge.

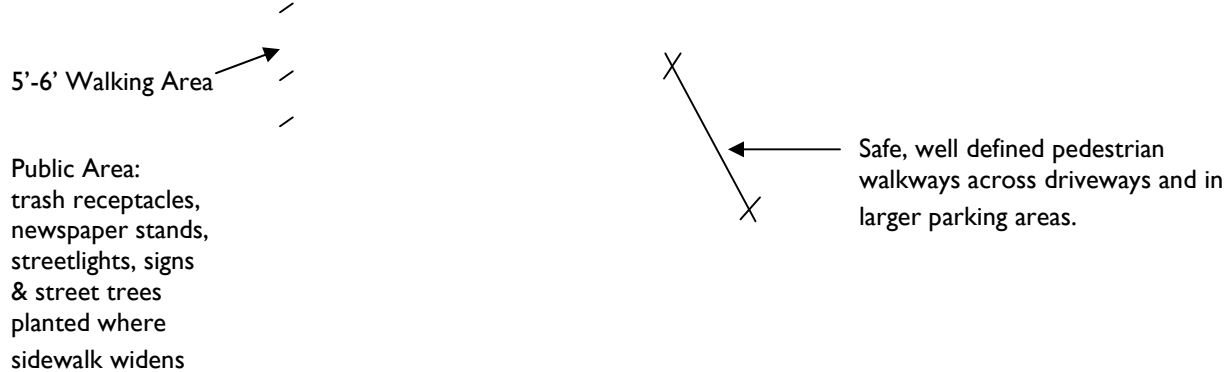
- (f) Parking bays with an excess of 30 vehicle capacity shall be sub-divided with internal landscaping and pedestrian sidewalks or walkways to create the appearance of smaller parking areas. A bay consists of two rows of parking stalls nose to nose.

- (i) Pedestrian walkways should be well defined (raised, paved and/or marked) and provide pedestrians a safe route to a sidewalk, trail, public space or the entrance of a commercial building.

- (ii) Pedestrian walkways provided in larger parking lots should also be landscaped and include appropriate pedestrian-oriented lighting.

Shop-related
furniture &
amenities zone





- (g) Parking decks or structures shall not be located along or front on the open space corridor. Parking decks or structures fronting Hanson Boulevard shall be designed to minimize the apparent height of the ramp and the top parking deck shall not be more than 3 ft above the most adjacent Hanson Boulevard sidewalk elevation. Landscaped screening requirements are the same as for other parking lots (see above) along Hanson Boulevard.



- (h) Buildings should be oriented to minimize views of service areas, service doors, meter banks and equipment and loading docks from the street. In addition, these areas should be screened with a combination of solid screening (walls or fences) and landscaping.



- (i) Screening materials should be of the same style, materials and palette as the buildings; metal fencing or a mechanical vent screen alone is not sufficient.
- (ii) Access to these service areas needs to be provided at the alleys, sides or backs of the buildings.



- (i) All mechanical equipment and trash areas shall be fully screened and coordinated with the architecture of the buildings, using the same materials and construction type as the buildings. Free-standing enclosures are discouraged and interior service areas are encouraged.

C. Architecture

The architecture of the development and all new buildings should be respectful of and relate well to the existing context – natural and man-made – in massing, materials, style and color that expresses complementary design and an appropriate sense of scale.

1) Architectural Character

Intent:

To define the quality and character of the architecture for all new buildings and structures within the development.



- (a) Buildings should be designed to relate well to the existing natural and man-made environment in massing, materials, style and color. The design of the landscape and hardscape elements should be well coordinated and harmonious with the building design and materials.
- (b) Buildings should be designed in an appropriate, regional style using materials appropriate to the Coon Rapids area; the appearance of native stone is preferred (or a suitably durable material with an appearance of native stone) for landscape walls, monument signs, signage bases, architectural features, decorative hardscape elements and for a building base or foundation material.
- (c) Parking decks and their access ramps or structures shall be designed to harmonize with the buildings they serve in layout, massing, materials, color and overall architectural quality and character in order to minimize their visual impact.
- (d) Corporate chains shall customize their architecture as needed to express their design “brand” in a way that does not dominate the development and harmonizes with the overall development context, colors, materials and style.
- (e) Green building and site design and sustainable design, construction and maintenance practices are encouraged, where feasible.

2) Building Massing and Form

Intent:

To define the quality and character of the architecture for all new buildings and structures within the development.



- (a) The development shall allow for a variety of building heights and masses as appropriate and feasible for the proposed uses. Multi-story buildings are more appropriate along Highway 10 and close to the Highway 10 and Hanson Boulevard corner than directly on Hanson Boulevard. Building massing should encourage views out to, and over the wetlands amenity.
- (b) Building massing and design elements should include an expression of a building base (ideally with the appearance of stone), a middle and a top with an expressed cornice line at the top of the first floor and the top of the building.
- (c) Buildings should be designed using the same quality materials on sides that are visible from public streets. Rear or non-street facing facades shall include designs and materials that relate to the front or street-facing facades.
 - (i) All facades shall be articulated with a variety of materials, glazing, awnings or other details to add visual interest.



- (ii) Roof lines and cornice details shall be completed in a three-dimensional manner so that the back of walls, roof features or any other unfinished areas are not visible.

- (iii) Buildings may have expressed front façades with unique designs or more significant amounts of glazing, decorative elements or materials.



- (d) Building design shall emphasize the pedestrian experience through the use of architectural features at the street level including awnings, canopies, stoops, porches, decorative light fixtures and material details to add scale and interest.
- (e) Drive-through facilities shall have a roof or canopy cover which is integrated into the architectural design of the building or made of materials which complement the architectural design.

3) Exterior Facades, Materials and Color Palette

Intent:

To establish requirements for the exterior materials, finishes and overall palette which support the quality of architecture within the development.



- (a) Buildings and site hardscape shall be constructed and maintained for permanence and longevity – durable, maintainable materials shall be used. Temporary buildings, metal or wood sheds, etc. shall not be permitted.
- (b) Buildings shall be designed with quality materials on all sides and all facades shall be articulated with a variety of materials, glazing or details to add visual interest. Materials shall include a variety of colors and textures that complement each other.
- (c) Buildings shall not have extensive areas of blank walls. Where windows or entrances are not possible, the architecture shall include varying walls, planes, materials, textures and colors to produce a better articulated and livelier building façade.
- (d) Signage and lighting that are integrated into the design of the building are encouraged (*see next section*).
- (e) Signage and lighting of corporate-branded buildings shall be designed to be integrated into the architecture of the building and the surrounding development, and not dominate the development.

D. Lighting and Signage

Lighting and signage for the Center should be appropriate for the uses planned and oriented as appropriate to the highway, the boulevard and pedestrian routes into and through the site. Lighting and signage shall be designed, sited and lit in ways that do not distract drivers, create safety concerns or cause undue impact on the adjacent park and residential neighborhoods.

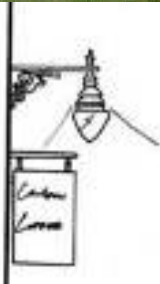
1) Lighting

Intent:

There should be a coordinated approach to lighting throughout the site that is appropriate for the uses planned and designed to have minimal impact on adjacent uses. Pedestrian-oriented lighting will be required on all streets, trails and sidewalks and public gathering places within the Center.



- (a) Lighting shall provide a well coordinated overall approach and incorporate both fixtures and lamps of similar types and colors throughout the development. A lighting plan and fixture specifications shall be included in the documents submitted to the City for approval.
- (b) Architectural lighting, particularly decorative, accent lighting, is encouraged to highlight building character, massing and design features, particularly where the building meets the pedestrian realm.
- (c) Building entries with commercial or public uses shall be illuminated. Appropriate design approaches include washing the entry surfaces and doorways with light, allowing building interior light to glow through glazing, or using well designed and directed decorative lighting attached directly to the building.
- (d) Buildings that front areas of high pedestrian activity, particularly along the wetland's public edge, are encouraged to use identity lighting to enliven the space. Identity lighting includes accent lighting for the illumination of signs, awnings or graphics as well as interior lighting in storefront windows. Appropriate design approaches include decorative lighting fixtures attached directly to the building, focused spot lighting on signs, awnings, or window displays and interior decorative or identity lighted signs such as neon that are positioned to shine through glazing.
- (e) Trails shall be provided with a minimum of lighting required for the safety of pedestrians, but it is generally assumed that park areas will not be used extensively after dark. Specific trail lighting is not required except where trails cross streets, access driveways, cross other trails or where pedestrian-oriented lighting should be provided for safe crossings.
- (f) Street lights, standards and bases should be functional and, coordinated with the, color palette, style and materials of the development, and be consistent throughout. Double-headed fixtures are recommended where both the street and pedestrian sidewalks are to be illuminated; otherwise, a single-headed fixture is acceptable. Fixtures and lamps shall be designed with a sharp cut-off angle and



shielded to direct light toward the ground to avoid shining unnecessary light upward to the sky.

- (g) Parking lots shall be lit with the same or similar style fixture as used for the street lights. Fixtures and lamps shall be designed for a wide-coverage area with a sharp cut-off to reduce both the number of fixtures required and glare of light spillage from parking areas.



- (h) All lighting fixtures, including spotlights, electrical reflectors and other means of illuminating signs, structures, landscaping, parking, loading and similar areas, shall be focused, directed and shielded to prevent horizontal glare, direct illumination of adjoining property or streets and upward light leakage.
- (i) Canopies shall not be lit, and lighting under covered drives or canopies shall not exceed the lighting levels appropriate for the functions and uses below; all fixtures shall be fully recessed, directed to reduce glare and screened to reduce visibility from the street. Fixtures shall be coordinated with the overall fixture types (style, materials, color and finishes), and lamps shall be of the same type and color as the lamps used in the Center's standard fixtures.
- (j) Lighting within parking decks shall not exceed the lighting levels appropriate for parking areas; all fixtures shall be located to reduce visibility from the street and screened to prevent glare. Fixtures shall be coordinated with the overall fixture types (style, materials, color and finishes), and lamps shall be of the same type and color as the lamps used in the Center's standard fixtures.
- (k) Security and service lighting shall be provided at all service areas and entries. Wherever possible, such lighting shall be controlled by a motion detector so that lighting is provided where and when it is needed for individual safety. Fixtures shall be building-mounted and designed to direct the light where needed and will not produce glare or light leakage. Fixtures shall be coordinated with the overall fixture types (style, materials, color and finishes), and lamps shall be of the same type and color as the lamps used in the Center's standard fixtures.
- (l) No mercury vapor utility lights or other light fixtures with high-intensity discharge lamps or bulbs that are not designed to limit, control light direction or shield the light source from view of neighboring residential properties shall be permitted.

2) Signage

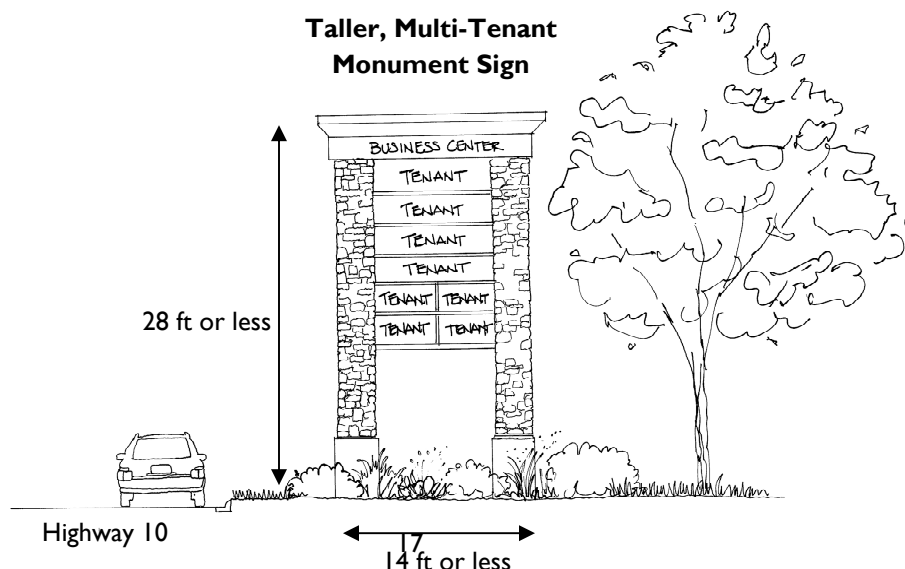
Intent:

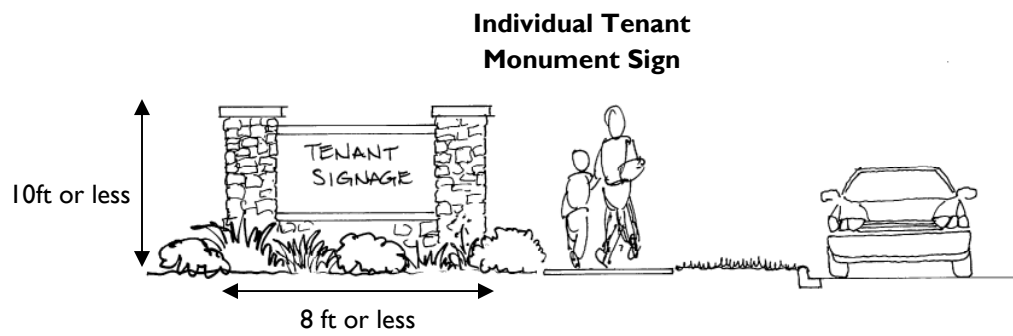
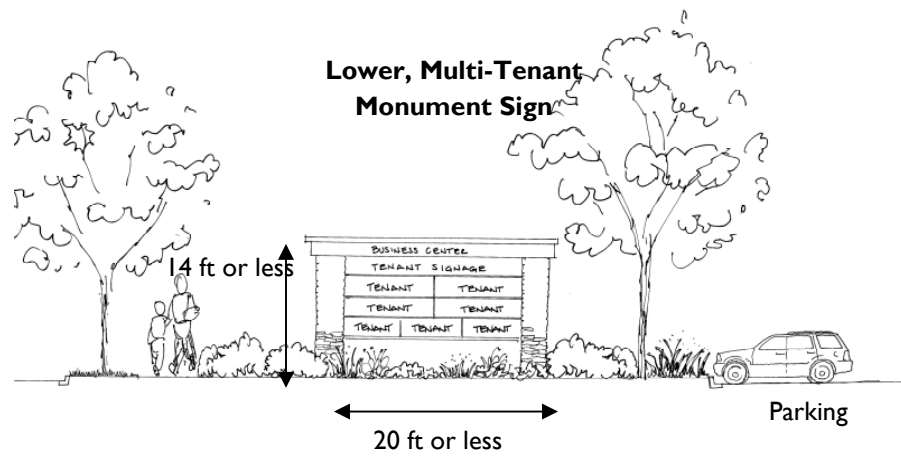
Signage is critical to both the character and the success of the Center, especially at night, so all signage (type, size, placement, materials, etc.) is subject to careful review by the City and must comply with the design guidelines as well as all zoning and signage ordinance requirements.

I.



- (a) All major site signage, as well as provisions for individual building signage and tenant signage, shall be included in the documents submitted to the City for overall site approval and in final approval submissions.
- (b) The Hanson Boulevard and Highway 10 corner is a prominent corner in the City and the Center shall locate an appropriate, welcoming identity element with signage, landscaping and lighting on the corner. This element may be integrated into the design of the corner building or parking ramp. Similar elements with signage, architectural elements, landscaping and lighting may be located at each street access or entrance to the site and shall be consistent with the primary corner feature.
- (c) The Center may locate appropriate monument identity signs on each street frontage; these monuments shall be of the same materials and color palette as the architecture of the Center, with the appearance of stacked native stone preferred. These signs may identify both the Center and individual tenants, as follows:
 - (i) Taller, multi-tenant monument sign located along the Highway 10 edge of the development (only one is allowed for the overall development, plus one such sign for a hotel); this sign shall be not more than 28 ft. in height and not more than 14 ft. in width and the actual back-lit sign area shall not exceed 180 sq. ft. per side in area. The sign shall be setback 50 ft. from the Highway 10 ROW;
 - (ii) Lower multi-tenant monument sign located on Hanson Boulevard (not more than two are allowed); this sign shall be less than 14 ft. in height and less than 20 ft. in width, and the actual back-lit sign area shall not exceed 140 sq. ft. in area per side;
 - (iii) Individual tenant signs (not more than one per lot is allowed); this sign shall be less than 10 ft. in height and less than 8 ft. in width, and the actual back-lit sign area shall not exceed 50 sq. ft. in area per side. These signs shall be located on the same lot as the tenant. However, the convenience store is allowed to locate its tenant sign along Hanson Boulevard.







- (d) Monument signs shall be spaced not less than 100 ft. apart; and shall be placed so that they do not impact safety by blocking motorist views of pedestrian crossings or oncoming traffic at intersections and driveways.
- (e) All monument signs shall be set back 10 ft. from any street ROW.
- (f) Exterior signage shall be fixed and stationary with no electronic, flashing, changing or moving elements. *(coordinate with City policy re: moving signs)*
- (g) Building signage and graphics shall be integral to the building architecture or used as a decorative, design element. More traditional awnings, hanging signs or architecturally integrated signs that are lit by traditional lighting fixtures (spots, sconces, etc.) are encouraged. Large areas of back-lit signage are discouraged and back-lit awning or canopy signs are not acceptable.
- (h) Interior signage, such as decorative neon, moving or other decorative sign types are desirable in limited size when displayed within storefront windows in the interiors of buildings.
- (i) Corporate chains are encouraged to customize their architecture to express their design “brand” within a design, context and material appropriate to the character of the development and should not rely solely on corporate signage. Corporate signage shall be high quality and well integrated into the design of the buildings in a way that does not detract from the overall design of the development.
- (j) The development shall provide both auto and pedestrian way-finding signs and other environmental graphics to supply directions to the pedestrian. This shall be done in a comprehensive and unified manner for the entire development. The proposed graphics should be included in the submission documents for final approvals.

[End of Design Guidelines]